

**REMARKS**

Claims 1, 3 and 17-20 stand rejected under 35 USC 103(a) as being unpatentable over Nakagi in view of Chang, Koike, and Kim. Claims 1, 17 and 19 stand rejected under 35 USC 103(a) as being unpatentable over Kim in view of Chang and Further in view of Koike. These rejections are respectfully traversed.

Independent claims 1 and 3 have been amended to specify that “a color reproducibility of reflective region chromaticity is 15% to 38%, and a brightness of reflective region chromaticity is 36.9 or more.” Example 2 supports the claimed minimum value for the color reproducibility of reflective region chromaticity. Examples 5 and 6 support the claimed maximum value for the color reproducibility of reflective region chromaticity. The claimed minimum value for the brightness of reflective region chromaticity is supported by Examples 1 and 13. No new matter has been added.

As stated in the specification, page 117, lines 4-8, the claimed transflective display is able to provide “high color reproducibility in a transmissive display and excellent characteristics (color reproducibility and brightness in a reflective display.” A display with the claimed superior features in both a transmissive region and a reflective region of the display was not known.

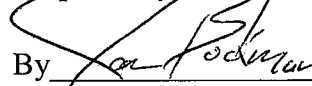
The Examiner has cited to Koike as disclosing the claimed color reproducibility in a transmissive display. Koike, however, fails to disclose or suggest the claimed a transflective display with the claimed color reproducibility or brightness in the reflective region. Further, none of the cited references alone or in combination disclose or suggest a transflective display that possesses the claimed features in both a transmissive region and a reflective region as claimed.

In view of the above, each of the claims in this application is in immediate condition for allowance. Accordingly, the Examiner is respectfully requested to withdraw the outstanding rejection of the claims and to pass this application to issue. If it is determined that a telephone conference would expedite the prosecution of this application, the Examiner is invited to telephone the undersigned at the number given below.

In the event the U.S. Patent and Trademark Office determines that an extension and/or other relief is required, applicants petition for any required relief including extensions of time and authorize the Commissioner to charge the cost of such petitions and/or other fees due in connection with the filing of this document to **Deposit Account No. 03-1952** referencing docket no. **360842011300**.

Dated: October 27, 2008

Respectfully submitted,

By 

Jonathan Bockman

Registration No.: 45,640  
MORRISON & FOERSTER LLP  
1650 Tysons Blvd, Suite 400  
McLean, Virginia 22102  
(703) 760-7769